

Hyundai Motor India Limited's Samarth Accessibility Metric Gains Momentum

Goa becomes the first state to adopt and implement India's First Samarth Accessibility Rating Framework

- Adopted by the Department of Empowerment of Persons with Disabilities and the State Commission for Persons with Disabilities, Govt. of Goa
- Hotel Vivanta, Panjim accepted Samarth Accessibility Metric and became the first hotel to be given Silver (Tier) Rating setting a benchmark for accessibility in the hospitality sector

Gurugram | April 02, 2026: Hyundai Motor India Limited today announced a significant milestone under 'Samarth by Hyundai' initiative. The Government of Goa officially adopts the Samarth Accessibility Metric (SAM) - India's first comprehensive accessibility rating system, designed to promote inclusive infrastructure and mobility for persons with disabilities. SAM was created as part of Samarth by Hyundai Initiative by Samarthyam Centre for Universal Accessibility.

With this adoption, Goa becomes the first state in India to formally come on board for Samarth Accessibility Metric. The metric has been adopted by the Department of Empowerment of Persons with Disabilities (PwDs) and the State Commission for Persons with Disabilities, Govt. of Goa, marking a strong institutional endorsement of the framework. Hotel Vivanta, Panjim accepted Samarth Accessibility Metric and became the first hotel to be given Silver (Tier) Rating setting a benchmark for accessibility in the hospitality sector and building inclusive public and tourism infrastructure.

Celebrating the meaningful milestone, **Mr. Tarun Garg, Managing Director & CEO, Hyundai Motor India Limited**, said, "Through Samarth by Hyundai initiative, our endeavour has always been to foster a more inclusive society by enhancing accessibility and independence for persons with disabilities. The adoption of the Samarth Accessibility Metric by the Government of Goa is a significant step in extending accessibility into everyday environments. We hope this initiative encourages wider adoption across states and institutions in the journey towards a more inclusive future."

Commenting on this pioneering achievement, **Shri Subhash Phal Dessai, Minister for Social Welfare and Empowerment of PwDs, Govt. of Goa**, said, "Goa is proud to partner with Hyundai in adopting and implementing the Samarth Accessibility Metric (SAM). As a state that has consistently championed disability inclusion, which is exemplified by initiatives like the International Purple Fest - we are honoured to be the first to embark on this self-auditing journey with SAM. I encourage other states to join this transformative effort toward building an accessible and inclusive India for Persons with Disabilities."

Resonating with this sentiment was **Shri Guruprasad Pawaskar, State Commissioner for PwDs, Govt. of Goa**, who added, "I think PPP- Public Private Partnership is the key. Government on its own will not be able to deliver because the scope is wide. It is a huge job to be done on the ground when we talk about accessibility. So, players like Hyundai and initiatives like Samarth must be implemented, must be replicated in other states."

The milestone was celebrated at the Samarth Accessibility Metric Workshop conducted by Dr. Anjlee Agarwal, Founder & Executive Director, Samarthyam Centre for Universal Accessibility, Author, Samarth Accessibility Metric. The workshop was hosted at Hotel

Vivanta, Panjim, Goa, in the esteem presence of Shri Subhash Phal Dessai, Minister for Empowerment of Persons with Disabilities, Govt. of Goa, Shri Guruprasad Pawaskar, State Commissioner for Persons with Disabilities, Govt. of Goa, Shri Taha Haaziq, Secretary, Office of the State Commission for Persons with Disabilities, Govt. of Goa, along with over 16 hospitality groups and hotels.

About Samarth Accessibility Metric (SAM)

Introduced by HMIL in 2025, the Samarth Accessibility Metric (SAM) is India's first comprehensive assessment and rating system for evaluating the accessibility of public and private built environments. The metric evaluates multiple parameters including physical infrastructure, navigation, facilities, service preparedness and user experience. SAM has 3 tier Rating system- Tier 1 Platinum, Tier 2 Gold and Tier 3 Silver. SAM is expected to play a catalytic role in encouraging public spaces, tourism destinations and private establishments across India to evaluate and enhance their accessibility infrastructure, paving the way for a more inclusive and equitable environment for all.

The adoption and implementation of SAM in Goa marks a major milestone for under the 'Samarth by Hyundai' initiative, reflecting the growing momentum and credibility of the initiative. Through such initiatives, Hyundai Motor India Limited continues to strengthen its vision 'Progress for Humanity'.

About Samarth by Hyundai

Samarth by Hyundai' is HMIL's initiative aimed at creating an inclusive and barrier-free society for people with disabilities and promoting accessibility. The initiative aims to change mindsets and spark change. A shift that encourages us all to push forward as one towards a more equitable and inclusive society. With technology, partnerships, product innovations, and storytelling, Samarth is about turning the world into a level-playing field for all.

Log on to hyundai.co.in for further information.

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